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**MEASURE 3
IMPARTIAL ANALYSIS**

~~CITY OF RANCHO MIRAGE
OFFICE OF THE CITY CLERK~~
The City of Rancho Mirage is authorized pursuant to California Elections Code Section 9603 to hold an advisory election for the purpose of enabling qualified voters of the City of Rancho Mirage to voice their opinions on substantive issues pertaining to the proposed CV Link project. As such, the results of Measure 3 will provide an indication of general voter opinion regarding whether the City Council should commit the City of Rancho Mirage to pay up to \$251,800 per year commencing the 9th year, and increasing thereafter approximately 2% per year, for the maintenance and operation of Phase 1 of CV Link.

CV Link is a paved pathway proposed by the Coachella Valley Association of Governments (CVAG), which will accommodate pedestrians, bicycles, Low-Speed Electric Vehicles (LSEVs) and Neighborhood Electric Vehicles (NEVs) that can travel up to 25 miles per hour. Initially, CV Link will be approximately 50 miles long, extending from Highway 111 and the Chino Wash in North Palm Springs to Airport Boulevard in the City of Coachella and the unincorporated community of Thermal. This is known as Phase 1 of CV Link. Phase 1 (approximately 50 miles) is anticipated to begin construction in 2017 and includes the majority of construction for the core route of CV Link between Palm Springs and Coachella.

The March 2015 CV Link Master Plan and the April 6, 2015, CVAG Transportation Committee Staff Report estimate that the annual cost of maintenance and operation for the first phase of CV Link will be \$1.6 million, which amounts to \$33,600 per mile for the initial (approximately) 50 miles of CV Link, which CVAG expects to increase by 2% every year due to inflation.

“Maintenance” includes but is not limited to sand and debris removal, street sweeping, concrete repair, clearing drainage channels and culverts, graffiti removal, light maintenance and landscaping. “Operations” include but are not limited to electricity, water, events, promotions, website maintenance, management, administration, dispatch and security.

In the April 6, 2015, CVAG Transportation Committee Staff Report, CVAG proposes that the City of Rancho Mirage pay into the CV Link Operations & Maintenance Fund on an annual basis an amount equal to 8% of the incremental growth in the City’s Transient Occupancy Tax (commonly known as the “hotel bed tax”), adjusted for inflation over time, which CVAG estimates will reach between \$111,322 and \$251,871 per year commencing the 9th year, and increasing thereafter by approximately 2% per year.

Steven B. Quintanilla, City Attorney